

Request for Applications

NEW JERSEY DEPARTMENT OF HEALTH

Funds for Breastfeeding Promotion and Obesity and Chronic Disease Prevention and Control

July 1, 2014 – June 30, 2015

Background

Numerous studies have confirmed that breastfeeding prevents obesity. Preventing obesity is important because it negatively affects children's health in many ways, including increasing their risk of developing type 2 diabetes.ⁱ Obese children are also at higher risk of developing into obese adults who are in turn at higher risk of developing type 2 diabetes as well as many other serious chronic diseases including heart disease, stroke and certain cancers. Any breastfeeding compared to no breastfeeding confers from four to 24 percent reduction in obesity, and exclusive breastfeeding for six months compared to any other form of feeding results in a 31 percent decrease in the prevalence of obesity.ⁱⁱ

A growing body of research also finds that policies and practices in maternity care facilities impact breastfeeding. When hospitals implement policies and practices that support breastfeeding, mothers are more likely to breastfeed, and for longer, than mothers who deliver their babies in other hospitals without these practices. One evidence-based set of breastfeeding policies and practices is the Ten Steps to Successful Breastfeeding from World Health Organization and United Nations Children's Fund (WHO/UNICEF). (See inset.)

Beginning in September 2010, the New Jersey Department of Health (NJ DOH) funded the Baby-Friendly Hospital Initiative (BFHI) in New Jersey as an 18-month statewide quality improvement project led by the American Academy of Pediatrics-NJ Chapter. The project goal was to increase exclusive breastfeeding rates in New Jersey maternity hospitals. New Jersey now has four designated Baby-Friendly™ hospitals. BFHI is a global program that was launched by the World Health Organization (WHO) and the United Nations Children's

The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the health benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from infants.
6. Give newborn infants no food or drink other than breastmilk unless *medically* indicated.
7. Practice "rooming in" – allow mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Fund (UNICEF) in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding. Baby-Friendly™ USA is the US-based agency that designates hospitals that implement the Ten Steps.

A current NJDOH grant project under the direction of the New Jersey Hospital Association (NJHA) aims to sustain and expand efforts to assist New Jersey maternity hospitals to implement the WHO/UNICEF's Ten Steps to Successful Breastfeeding under the model of BFHI.

This funding opportunity is supported through a grant to the New Jersey Department of Health (NJDOH) from the Centers for Disease Control and Prevention, CDC DP13-1305 "State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health". The grant is to implement evidence and practice-based interventions to improve physical activity and nutrition, reduce obesity and prevent and control diabetes, heart disease and stroke with a focus on high blood pressure.

Purpose

The purpose of this Request for Applications is to select an organization to assist New Jersey hospitals implement policies and practices that will support the initiation of exclusive breastfeeding in their maternity facilities, especially through application of the Ten Steps to Successful Breastfeeding.

Project Goals

Project goals are:

- Increase the number of New Jersey maternity hospitals that successfully implement practices prioritized by their institutions as necessary to support exclusive and sustained breastfeeding.
- Increase New Jersey's total composite quality score from the Center for Disease Control and Prevention's (CDC) biennial Maternity Practices in Infant Nutrition and Care survey (mPINC).
- Increase the number of maternity hospitals achieving implementation of all of the WHO/UNICEF's Ten Steps to Successful Breastfeeding. This can include Baby-Friendly™ designation.

Objective Areas

Project activities will focus on the following areas:

1) Program Development

- Guide an initiative to engage New Jersey maternity hospitals to promote evidence-based policy and practice change to increase rates of exclusive and sustained breastfeeding.
- Convene a small group representing New Jersey's key stakeholder groups in promoting exclusive and sustained breastfeeding, especially through hospital policy and practice change, to serve as an advisory committee to the project. Members of this group will not be paid as consultants to the project.

2) Training and Technical Assistance

- Design and deliver training and customized technical assistance to 10-15 New Jersey hospitals that are ready to adopt evidence-based policies and practices:
 - Assess the readiness of New Jersey maternity hospitals to improve exclusive breastfeeding rates through the Ten Steps to Successful Breastfeeding.
 - Develop and initiate an application/selection process for hospitals identified and interested in participating in the project.
 - Select 10 to 15 hospitals that will receive targeted technical assistance.
 - Prepare a technical assistance implementation plan for the hospitals engaged in the project.
 - Develop and prepare a roster of content experts with the advisory committee to deliver technical assistance to hospitals to move them towards adoption of practices identified by the Ten Steps to Successful Breastfeeding. Technical assistance may comprise activities such as:
 - Individual consulting, by telephone or on-site, focused on targeted areas in need of improvement
 - Combined workshops for hospitals working on similar initiatives
 - Webinars on such topics as partnering with community-based agencies for breastfeeding support and motivational interviewing skills
 - Periodic telephone conferences to assess hospitals' progress and troubleshoot problematic issues
 - Organize and conduct a minimum of one (1) collaborative learning session around breastfeeding policy and practice to which all New Jersey maternity hospitals can be invited. This may occur at the state or regional levels as appropriate.
 - Provide continuing learning opportunities to the maternal/perinatal practice community at large to encourage adoption of the Ten Steps to Successful Breastfeeding in all New Jersey maternity facilities.

3) Evaluation

- Develop an evaluation plan to monitor the effectiveness of training and technical assistance to grantee communities and track hospital progress towards project goals (above). Please include:
 - Method to evaluate the knowledge/skills/abilities gained by hospital staff through the training and technical assistance offered through the project.
 - Method to track individual participating hospitals' progress in implementing policies and practices to promote exclusive breastfeeding.
- Work with NJDOH Evaluation Planning Team to ensure that all required data is being collected and provided to NJDOH.

Eligible Applicants

To be eligible, **applicants must have 501(c) 3 status.**

Applicants must also have the following **organizational capacity**:

- Experience with partnering with New Jersey maternity hospitals' and health systems' administrative leadership, as well as physicians, nurses and other health professionals engaged in delivery and post-partum care services to promote changes in organizational policies and practice to improve health outcomes.
- Experience designing and coordinating and/or delivering training and technical assistance to maternity hospitals to move them towards evidence-based policies and practices. This includes:
 - Implementing models of continuous quality improvement.
 - Developing training curricula for health providers and Continuous Medical Education sessions.
 - Assisting hospitals to implement effective staff training and support for policy and practice change.
- Established relationships with experts in implementation of practices supportive of breastfeeding in hospital birthing facilities—especially, the WHO/UNICEF Ten Steps to Successful Breastfeeding.
- Established record in helping hospitals improve communication among staff to improve policy and practice.
- Infrastructure to communicate with providers regarding the development of initiatives to promote organizational change to improve health outcomes.

Funds and Funding Period

This is an open and competitive grant. The Project Period is on or about July 1, 2014 through June 30, 2015. One (1) grant award will be issued for up to a maximum of \$60,000.00. All grant funding is based upon availability of State and/or Federal appropriations and is subject to change at any time without notice.

Funding for the project period also depends on the grantee's documented progress in achieving project objectives.

Subsequently, for the following three grant periods (through June 30, 2018), grants will be renewed subject to the availability of funds and the grantee's documented progress towards project goals.

Application Timeline and Online Submission *via* SAGE

- An **email** "Notice of Intent to Apply" must be sent to Janis Mayer by **5:00 p.m. by May 23, 2014**. Contact information is provided below:

Janis Mayer, Program Coordinator
Office of Nutrition and Fitness/Office of Tobacco Control
Chronic Disease Prevention and Control Services Unit
NJDOH
Janis.mayer@doh.state.nj.us

- A Bidder's Conference/ Technical Assistance Meeting will be held for all eligible applicants on **May 29, 2014**. Location details will be provided, via email, before the meeting.
- Applications must be submitted **no later than 3:00 p.m. on June 13, 2014**.
- **Applicants will be notified of funding decisions on or about June 30, 2014.**

Applicants must submit the proposal online, via the **System for Administering Grants Electronically (SAGE)**:

- ***If your organization is already registered in SAGE, you will be able to logon and begin the application process once the application is available (date will be provided at the Bidders' Conference/ Technical Assistance Meeting).***
- ***If your organization has never registered in SAGE, you will be sent guidance for gaining access after your "Notice of Intent to Apply" has been received.***

Applications must include:

- A project description covering:
 - The project **implementation plan** for the activities under Objective Areas and associated **deliverables**.
 - **Evaluation plan**: what will be measured and how.
 - **Organizational capacity**. (Please refer to the bullets under Eligible Applicants).

This project description shall be no more than 10 pages long, in Calibri font, size 12.

- A **work plan** with timetable.
- A detailed **budget with justification**. Costs must be specific and tied to project objectives and activities.
- A letter of support from the agency/organization on official letterhead. Attach in “Miscellaneous attachments” in SAGE.
- Resume/s of the project director and project consultants. Attach in “Miscellaneous attachments” in SAGE.

Paper submissions will not be considered. **Incomplete grant applications will not be considered and will be disqualified.**

Reporting Requirements after Grant is Awarded

Grantee organizations will be required to submit progress and expenditure reports addressing work plan activities as follows:

- *Brief* progress updates are to be submitted to NJDOH on a monthly basis. Due dates will be determined once grants are awarded.
- Expenditure Reports are to be submitted to NJDOH via the SAGE system 10 days after the end of each quarter.
- A Final Grant Progress Report on the agency’s activities under the grant and a Final Expenditure Report are due 60 days after the end of the budget period.

Other reports pertaining to specific activities may be required and shall be submitted as requested.

Proposal Review and Rating

NJDOH will convene a review committee that will judge the applications and assign points as follows:

- **Implementation Plan for Objective Areas/Deliverables: 30 points**
 - *Extent to which actions are specific, measurable, achievable, realistic and sustainable (SMART).*
 - *Extent to which deliverables match the project goals and purpose.*
 - *Extent to which planned activities will address the needs of disparate communities as described in RFA.*
- **Evaluation Plan: 15 points**
 - *The extent to which the applicant has described what the project will measure and how. (Plan can measure processes and outcomes as appropriate.)*
- **Organizational Capacity: 30 points**
 - *The extent to which the applicant meets the criteria listed under **organizational capacity**.*
- **Work Plan: 15 points**
 - *Extent to which work plan clearly describes the project actions, sequence and relationship to the budget.*
- **Budget and Budget Justification: 10 points**
 - *Extent to which budget costs are specific and tied to the workplan.*

For **technical assistance related to NJDOH SAGE**, please contact Anna Battle at the following email address: abattle@doh.state.nj.us

ⁱResearch to Practice Series, No. 4 , National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition and Physical Activity, July 2007.

ⁱⁱ *New Jersey Baby-Friendly Hospital initiative Evaluation Report*, New Jersey Department of Health, October 2012.